

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Debra Figone

**SUBJECT: SPONSORED TRAVEL TO THE
NETHERLANDS FOR BICYCLE
TRANSPORTATION STUDY TOUR**

DATE: 08-13-10

RECOMMENDATION

1. Accept invitation from the Bikes Belong Foundation to participate in a transportation study tour of urban bicycling best practices in the Netherlands from August 28 to September 4, 2010. The conference sponsor will pay for travel and accommodations costs.
2. Approve travel to the Netherlands for Manuel Pineda, Acting Deputy Director for Transportation Planning and Project Delivery as the City's official staff representative on the study tour.

BACKGROUND

The City of San Jose is gaining increased national attention as a leader in environmental sustainability and green mobility, based on the bold programs and policy leadership described in the "San Jose Green Vision" plan adopted in 2007. In alignment with the Green Vision / Green Mobility plan, San Jose's bicycle transportation program is generating national interest and recognition for excellence. For example:

- San Jose has received awards as a "Bicycle Friendly City" by the League of American Bicyclists.
- Over the past three years, San Jose's bicycle mode share for commuting has tripled, representing the fastest growth rate in the country according to data from the American Community Survey.
- San Jose's urban trail network at 53 miles is already among the largest in the nation and is planned to grow to 100 miles.
- San Jose's Street Smarts program was ranked best in the nation for bicycle safety education by the Alliance for Biking and Walking.
- In 2009, the City Council adopted the ambitious San Jose Bike Plan 2020 that sets forth a network of 500 miles of on-street bikeways and trails with a vision of being among the best big cities in the nation for bicycling.

The Bikes Belong Foundation has invited San Jose officials to be part of a small delegation of U.S. city leaders working to achieve balanced, sustainable urban mobility with bicycling as an integral mode. The delegation will participate in a one-week transportation study tour of urban

bicycling best practices in the Netherlands from August 28 to September 4, 2010. A copy of the draft itinerary is attached. The Netherlands is the world leader in implementing a safe and efficient bicycle transportation network. The city of Amsterdam has a bicycle mode share of over 40%. Other city officials joining the U.S. delegation include representatives from San Francisco and Boston.

Bikes Belong Foundation is a national 501(c)(3) tax exempt non-profit organization based in Boulder, Colorado that is focused on getting more people riding bicycles more often with an emphasis on bicycling safety and children. It is the host organization for the U.S. Safe Routes to Schools National Partnership. Bikes Belong Foundation leads efforts to import, share and adapt international best practices in bicycle transportation to America.

Bikes Belong Foundation is seeking participation on the Netherlands study tour by both elected officials and senior staff members involved with bicycle transportation policy and planning. Bikes Belong Foundation will cover all expenses for the trip, including airfare, accommodations, ground transportation and most meals. Councilmember Sam Liccardo has received a direct invitation and is planning to attend. I have selected Manuel Pineda, Acting Deputy Director for Transportation Planning and Project Delivery to be the City's staff representative.

Pursuant to San Jose Municipal Code Section 12.08.030 (I), sponsored travel and expenses of a designated City employee do not constitute a prohibited gift under the City's gift ordinance, but must be accepted by the City Council. In addition, travel outside the United States is permitted under the Political Reform Act and not subject to the gift limits if the travel meets two prongs under Government Code Section 89506(a)(2). First, the travel must be reasonably related to a legislative or government purpose; second, the travel must be provided by, among other entities, a nonprofit charitable organization which is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code. The payments must be reported by Mr. Pineda on his Form 700 and may subject him to disqualification for 12 months after the date of the payments if Bikes Belong Foundation ever comes before the City for business. (FPPC Regulations § 18703.4.)

The travel expenses to be provided by the Bikes Belong Foundation for San Jose's participation are estimated to have a value of approximately \$3,500 per person.

ANALYSIS

A primary goal of the bicycling study tour to the Netherlands is to gain a perspective on how their facilities are conceived, built, financed and used, with an eye toward adapting strategies to the political and cultural climates of the United States.

Participation by San Jose on the tour will have the following benefits for the City:

- Increase knowledge on best design practices for bicycle transportation systems that support San Jose's bicycle master plan implementation.
- Gain new ideas to enhance the City's bicycle safety education and encouragement programs.

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- Learn of opportunities for encouraging increased bicycling by non-governmental organizations.
- Develop contacts with bicycle transportation stakeholders involved with influencing national policy relative to funding and design standards.
- Opportunity to increase recognition of San Jose's Green Vision and San Jose's leadership in the area of green mobility and sustainability.

Overall, these benefits are expected to help expand funding opportunities, accelerate implementation of San Jose's bicycle transportation infrastructure, and achieve increased bicycle travel and safety. Correspondingly, these actions support the City's goal of achieving a more sustainable, healthy and livable community.

COORDINATION

This memorandum was coordinated with the Department of Transportation and the City Attorney's Office.



DEBRA FIGONE
City Manager

For questions, please contact Hans Larsen, Acting Director of Transportation at (408) 535-3835.
Attachment



**Bikes Belong / CROW
Netherlands Bicycle Transportation Study Project**

***Draft Itinerary (subject to change)
August 28 - September 4, 2010***

Sunday, August 29

Arrival

Welcome reception and dinner in Utrecht

Monday, August 30

Visit to the City of Utrecht

Welcome from Mayor Mr. Aleid Wolfson (or the alderman responsible for transport policies)

Presentation on Central Station area redevelopment project, bicycling and urban design by Ruud Diletewig, City of Utrecht

Presentation on safe cycling to school and cycling education

Cycle tour of Utrecht led by Ruud and City staff

Tuesday, August 31

Visit to the City of The Hague

Welcome from Mayor Mr. Jozias Aartsen (or the alderman responsible for transport policies)

Presentations on city bicycle policy and infrastructure

Cycle tour in The Hague led by City staff

Meetings at the American Embassy – how can Dutch cycling experience be translated to America's cities

Reception at the American Embassy

Wednesday, September 1

Visit to the City of Rotterdam

Welcome from Mayor Mr. Ahmed Aboutaleb

Presentation on cycling in a modern, post-war city

Presentation on integrating cycling and public transport

Presentation on cycling promotion and encouragement for immigrants/new riders

Cycle tour in Rotterdam led by City staff

Reception at City Hall hosted by the Mayor

Thursday, September 2

National Bicycle Policy and Planning: Utrecht and Amsterdam

Presentation on national Dutch cycling history, trends and goals by Mr. Hans Voerknecht, Bicycle Ambassador for Fietsberaad International

Presentation on the national design standards for urban bicycle infrastructure by Ms. Hillie Talens of CROW and Bicycle Ambassador for Fietsberaad International

Travel to Amsterdam

Cycle tour in Amsterdam led by Pascal van den Noort – new transit/bike oriented urban developments

Friday, September 3

Visit to the City of Amsterdam

Meeting with the alderman of transport policies of the City of Amsterdam

Presentation of bicycling in Amsterdam: facilities, challenges and goals by Ria Hilhorst, City of Amsterdam

Presentation on goals, policies and practices for national surface transportation by Goudappel Coffeng
Lunch reception at Amsterdam City Hall
Cycle tour in Amsterdam led by City Staff
Optional afternoon meetings TBD
Farewell dinner and celebration

Saturday, September 4

Return home or continue on with personal travel